

AMERICAN ADVERTISING FEDERATION OF THE MIDLANDS

MEMBERSHIP

AAF of the Midlands wouldn't exist without our members – an active, interested and varied group of Midlands advertising, media and marketing professionals. As a member, you can participate in our monthly professional development programs, and social gatherings and networking opportunities throughout the year.



The Columbia Ad Club was founded in 1955 and is affiliated with the American Advertising Federation (AAF) which is the oldest national advertising trade association, representing 50,000 professionals in the advertising industry worldwide. By vote of the local organization's Board of Directors, the affiliate's name was changed in 2007 to AAF of the Midlands in order to enhance branding at the local, regional and national level.

AAF of the Midlands is a member of Third District of the AAF, which represents South Carolina, North Carolina and Virginia. Membership is open to any individual or company involved in any way in advertising, communications or marketing.

The American Advertising Federation defines its mission as:

The American Advertising Federation is dedicated to serving members by protecting and advancing advertising interests, including the freedom to truthfully advertise legal products. AAF fulfills this mission through elective government relations, professional development, public education, advertising education, advertising standards, public service and recognition of excellence.

AAF of the Midlands exists to serve our members. Our specific objectives are:

- Provide and promote a better understanding of the functions of advertising & marketing and their value.
- Apply the skills, creativity and energy of the advertising & marketing industry whenever it is needed to help solve social problems.
- Advance the standards of advertising & marketing through a voluntary program or self-regulation.
- Promote good fellowship and a free exchange of ideas.
- The club shall be non-sectarian, non-partisan and non-profit.



Join. Belong. *Grow*.



JOIN THE AAF OF THE MIDLANDS

Your membership with the AAF, through your company or organization, your club or your college, connects you to the entire advertising community and provides you with great opportunities for networking, education and valuable discounts. AAF educates members on the latest trends in advertising, marketing and government issues with a variety of annual programs. Attendance at the AAF National Conference, Joint Government Affairs Conference, Legislative Training Sessions and the Mosaic Forum provide members with the information necessary to stay current and competitive in the industry.

AAF membership allows members access to discounts on the tools that are needed to stay current and successful in the industry. Special discounts are available to AAF members for services ranging from subscriptions to trade publications to shipping to web and telecommunication services.

MEMBER LEVELS

- Gold – \$1,350*** Six floating memberships for luncheons/social events
- Corporate – \$900*** Four floating memberships for luncheons/social events
- Individual – \$240*** One non-transferable membership for luncheons/social events
- Associate – \$95** One non-transferable membership exclusively for first-time members; luncheons are pay-as-you go at \$25 each; may not use Addy entry discount on behalf of an organization that currently is or has previously been an AAF of the Midlands member.

**After September 30, rates are: Gold – \$1,450, Corporate – \$1,000, Individual – \$265*

TWO WAYS TO PAY

By check: Send your payment and this completed form to:

AAF of the Midlands
P.O. Box 8222
Columbia, SC 29201

By credit card: Go to aafmidlands.com. Click the **Membership** link and select your membership level to pay through PayPal. It's fast and secure! *Please don't forget to send this form with updated member information to the address above!*

To become a member, select your level & fill out the form below. Payment options are on the bottom left.

NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

Additional members (for Gold & Corporate members)
Please include name, phone number and email for additional members.

NAME/PHONE/EMAIL

NAME/PHONE/EMAIL

NAME/PHONE/EMAIL

NAME/PHONE/EMAIL

NAME/PHONE/EMAIL

NAME/PHONE/EMAIL